

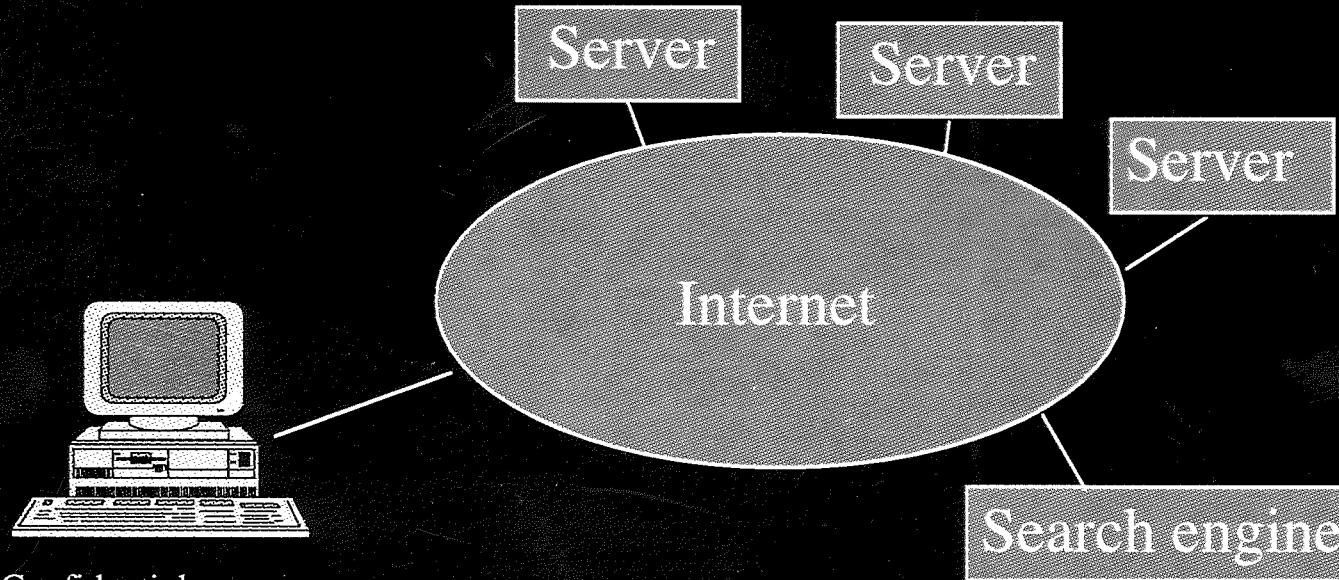


# The Internet Companion Company

June 19, 1996  
Company Confidential

# Internet Problems

- ◆ World Wide Wait: Speed
- ◆ Server down, document gone: Reliability
- ◆ Where am I?: Lost in Cyberspace
- ◆ Where should I go?: Navigation



# Our Solution: Internet Companion

- ◆ Personal
- ◆ Interactive
- ◆ Reliable
- ◆ Fast
- ◆ Guardian



**Netscape - [MAZDA Miata]**

File Edit View Go Bookmarks Options Directory Window Help

Back Forward Home Reload Open Print Find

Location: <http://www.getset.com/automall/mazda/miata.html>

What's New? What's Cool? Handbook Net Search Net Directory Software

**MAZDA**

Document Done

**Where Am I?**

Popularity%	Site by: Century Mazda
Speed%	Located: Seattle WA, USA
Updates%	Revenue: \$180M/Yr, Private

**Where to Go?**

Pontiac	BMW
Most popular Link	Road&Track
Next website	Porsche
	Encyclopedia

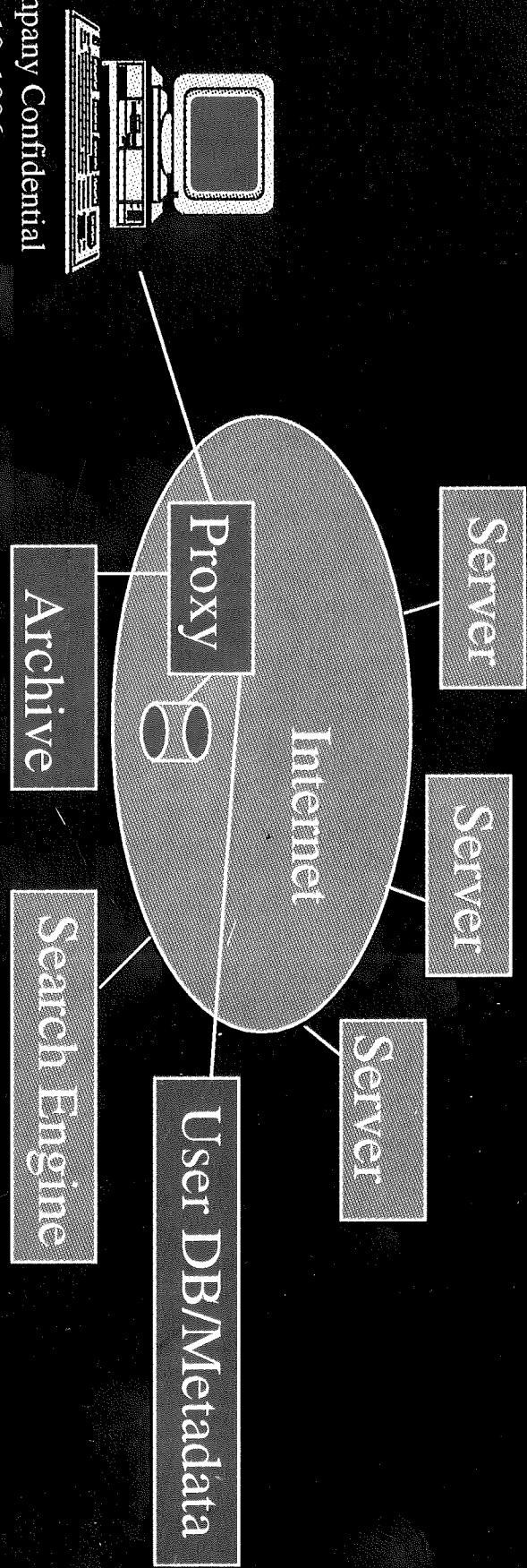
**Members Speak | My 2 cents**

43 Comments	ADD Comment
45/6 Winner/Loser	Winner   Turkey
3 Security Alerts	

**Consumer Reports** **Navigation** **Community**

# Architecture for the Companion

- ◆ Java enabled client program
- ◆ Proxy service for caching and User handling
- ◆ Archive for reliability
- ◆ User DB and Metadata server for Navigation



# Strategy for Growth:

## Aggressively build a Brand

- ♦ Attract user base and press with Consumer features and fun (ala Pointcast)
- ♦ Then distribute through large ISP's to gain ubiquity(ala Netscape, Yahoo)
- ♦ Add features to build community: email, chat, NC's
- ♦ User retention through personalization and new features
- ♦ Resulting in a durable Brand in a new Catagory

# Development plan

- ◆ Design & Archive: Q1-3'96
- ◆ Build then Launch: -Q1'97
- ◆ Mktg., scale, partner, adv. features: ad rev -Q3'97
- ◆ Int'l partners, IPO: ad rev, demographics rev - Q1'98
- ◆ Growth & Launch Subscription Service '98

# Team

- ◆ President: Brewster Kahle
  - Internet Pioneer and Entrepreneur
  - Built WAIS Inc. and sold it in 1995 to AOL
  - Profitable, tripled each year, bootstrap
- ◆ General Manager, VP Mktg: Bruce Gilliat
  - Solid manager with Sales and Marketing bkgnd
  - VP Sales and Mktg. at WAIS Inc: responsible for predictable revenues and growth from \$1-4M in 1 year.
- ◆ Hires next 12 mo.: CFO, CEO, VP Eng, VP Mktg

# Risks

- ◆ Competition
- ◆ Market
- ◆ Team
- ◆ Finance

# Conclusion: Internet Companion

- ◆ Yahoo meets Java
- ◆ Online services meets the Internet

Your Internet Companion makes the Internet understandable and reliable.